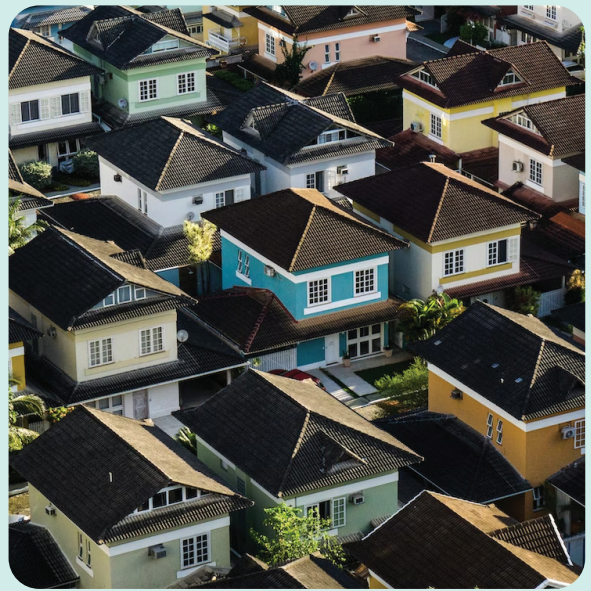


# Young people support housing development more than those over 50

## But don't view public meetings as a forum to effect change

In August 2023, coUrbanize conducted a **10-question** survey with all registered community members of the coUrbanize platform, and **received over 2,000 responses**. The survey asked about community members' perceptions of new real estate development and planning initiatives, as well as what types of housing development they believe would increase affordability and whether they have attended virtual or in-person public meetings.

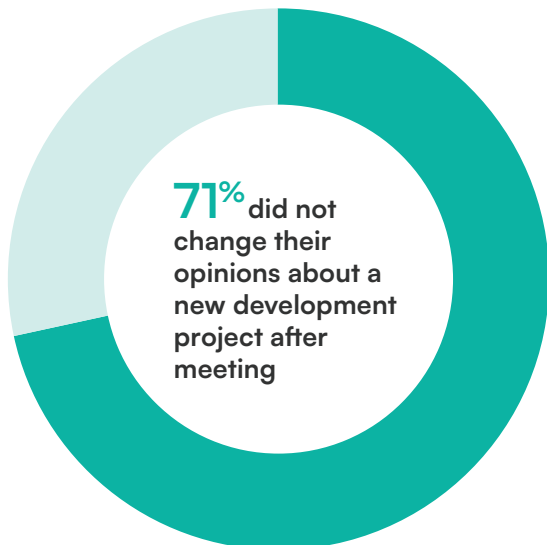


### Key Takeaway 1

## Virtual public meetings **don't change opinions** about real estate development and planning

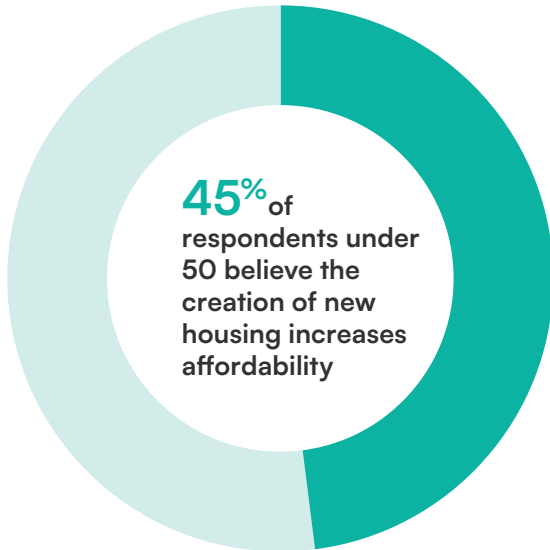
Regardless of whether a meeting was virtual or in-person, 71% of participants did not change their opinions about a new development project or plan after attending

While 71% of respondents who had attended a public meeting in the past 12 months did so virtually, that same percentage of respondents said the meeting did not change their opinion about the project in question. Furthermore, only 10% of respondents said they get their information about planning and development projects from public meetings — indicating that community members don't view public meetings as a forum for learning about development plans.





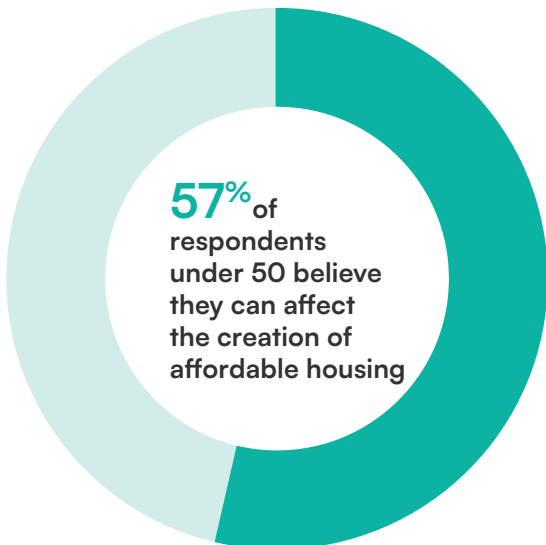
Key Takeaway 2



## Younger people are more likely to view housing development as a way to increase affordability

Respondents under age 50 are more likely to perceive housing development as a way to increase affordability in their neighborhood, especially market-rate housing (45.2% versus 28.2% of respondents over 50) and transit-oriented housing (49.3% versus 32.3% of respondents over 50). Both groups view workforce housing equally, with 42% agreeing that it increases affordability. Of respondents over 50, only 35% believe any type of housing development increases affordability.

Key Takeaway 3



## Younger people are more likely to believe their voices impact development, but less likely to activate their voices

Respondents under 50 are more likely to think they can have an impact on the creation of affordable housing in their neighborhood (57% versus 51% of respondents over 50). Yet more than half of younger respondents had not attended a virtual or in-person meeting in the past 12 months, because they either 1. Were not available at that time, or 2. Were not aware when it was happening.



## Conclusion: Putting this data to work

Research has shown that the community members who attend public meetings tend to be wealthier, whiter, and more opposed to housing development than their community at large. In comparison, coUrbanize community members take an overwhelmingly more positive or neutral stance toward development and planning — And that support continues to rise. Planners and developers can not only tap into those supportive of real estate development, but demonstrate their support with data from the coUrbanize platform.

### “Silent supporters” are not at virtual or in-person public meetings

The data shows that when community members attend either an in-person or virtual public meeting, their mind is already made up about a planning or development project — and it isn't likely to change based on what takes place during the meeting. The opportunity for project leaders to earn broad support is in finding and activating people who don't know about their project, but would support it, outside of public meetings.

### Community members are motivated to take action when they believe they can affect change

Young people in particular care about the world around them and often understand the connection between development and affordability in their neighborhood. We've seen on the coUrbanize platform that, when given a clear opportunity to make their voice heard, community members share constructive feedback about development and planning projects.

### Most people have an aversion to taking high-bar civic actions

Most community members are busy with jobs and families, and don't have time to attend a 3-hour public meeting on a weeknight, even if that meeting takes place via Zoom. While they may believe in their ability to affect change in their neighborhood, they may not be aware of how to voice their opinion or take action outside of attending a public meeting.